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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of: SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

TITLE: "Advertising and Content Management Systems and Methods"

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37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman  
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October 12, 2007  
Date of Transmission

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37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT  
WITH REQUEST FOR CONTINUED EXAMINATION

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Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed July 17, 2007. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.